

HONEGGERS' & CO., INC.  
FAIRBURY, ILLINOIS

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**HONEGGERS'**

# NEWS POPPER

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1961



*Big Moment*

*Service Pin Awards Point Up Long Years of Service*

## ★ SPECIAL FEATURES

- ★ History of Honegger Stock-Availability
- ★ Sales Department Reorganization
- ★ Colleen Champion Hog Feed Salesman
- ★ Salute to LaVerne Reitz
- ★ New Honegger Layer





## President's Report

*Let's forget the Past and look to the  
Future, because that's where we are  
going to spend the rest of our lives.*

*— Charles Kettering*

It appears that the poorer marketing conditions experienced in the livestock and poultry industry during the past couple of years definitely came to an end during the late fall. The company's sales and profits indicate that we are definitely experiencing a decided improvement in all areas of our company's operations.

The most substantial improvement has come during the past quarter in sales and we believe that this is due primarily to the re-organization of the Sales Department reported on the opposite page. Product managers in each major product area are developing specific programs relative to their area of responsibility in a most satisfactory manner.



**Mr. Dickey** department stores with the publicity that surrounded the original purchase and the exhibits, has done much to boost widespread interest in our company and respect for its products. The all-time record price of \$4,715.00 paid for the Grand Champion pig and subsequent showings have stimulated widespread interest among 4-H and FFA groups throughout our many-state area and has centered a lot of publicity on the swine industry. It appears that swine industry leaders are appreciative of this effort on our company's part.

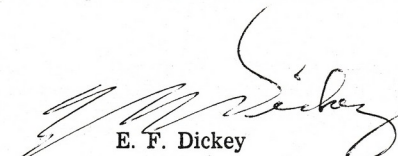
Also important to our Lincoln, Nebraska, operation is the opening of new sales territories in the State of Kansas where, under the expert sales promotion of Elmer Roth, we have added substantially to the tonnage of the Lincoln plant.

Throughout the company's sales territories, an intensified on-the-farm selling campaign is having its effect in increased sales results.

Total tonnage sales in the Feed Department for the 3rd quarter ended March 31 were up 16% over the third quarter a year ago.

During the month of March feed tonnage sales were up about one-third over March a year ago, and sales in the feed department for the first few days of April are running on a rate of 50% improvement over last year. Consequently, since feed is the big end of our business, we expect the last quarter of our fiscal period to bring our full year to an all-time high in company profits.

While the equipment and farm buildings departments have not enjoyed as much up-surge in business during the past quarter as has been experienced in the feed department, the outlook is, nevertheless, on the upside in those departments, and we do expect an increase in business in those areas of operation.

  
E. F. Dickey  
President

### COVER PICTURE

Mr. Sam R. Honegger congratulates Jerry Vaughan as he presents Mr. Vaughan with his pin for 20 years of continuous service with Honeggers'. Other service award winners in the picture are identified on page 4.

### HONEGGER STOCK

We get so many inquiries about the availability of Honegger stock that it appears that a brief word about it may be appropriate.

Honegger stock was all very closely held by the Honegger family, with the exception of a few other company officials, until 1954 when stock was made available to a relatively small group of key employees. This group was expanded a couple of years later to include other employees and some outside friends of the firm.

A public stock issue was introduced on a full scale registration in 1958 in order to finance the company's rapidly expanding business.

There are currently 295,102 shares of stock outstanding with a current book value of \$12.61 per share.

The company has a Share-A-Month program whereby employees buy a share a month on a payroll deduction plan. Over 20% of the company's employees are stockholders in the company through one plan or another.

The company has made over 10% after taxes every year since it was incorporated except last year when it made only 2.4%. The current year's operation is in line with the previous history and it is anticipated that normal earnings will be enjoyed.

The company has paid 6% stock dividends continuously now since the fiscal year beginning July 1, 1956 and it is anticipated that this policy will be continued. Stock dividends are paid instead of cash dividends because the company wants to retain its cash for future expansion, and also because many of the larger stockholders do not want the cash, but would rather receive the stock dividends, which they can convert to cash the day they receive them (if the original stock has been held for 6 months) and only have to pay a capital gains tax on such dividend shares sold. Proportional shares on a stock dividend are paid in cash. These stock dividends are paid quarterly at the rate of 1½% per quarter.

Honegger stock is available from any brokerage house in the country, most of whom would secure the stock through the three principal firms which maintain a public market in the stock: Those firms are:

Tabor & Co.  
139 W. Main St.  
Decatur, Illinois  
Phone: 429-4141  
Fusz-Schmelzle & Co.  
522 Olive St.  
St. Louis, Missouri  
Phone: CEentral 1-2614  
Ellis Holyoke & Co.  
134 N. 13th St.  
Lincoln, Nebraska  
Phone: HE 2-2863

Honegger stock is quoted each Monday in the Wall Street Journal in the section headed "Over the counter weekly list". It is also quoted daily in the St. Louis Globe-Democrat and the St. Louis Post-Dispatch in "Over the counter Stocks". The stock is currently quoted at \$13 to \$14½. This means that the brokers are paying \$13.00 per share and will sell at \$14.62½. Usually the quotes are for small odd lots and larger amounts will be bought or sold nearer a medium figure.



# Sales Department Reorganizes To Implement Sales Drive

## New Product Managers Replace Division Managers to Concentrate Sales Training by Products

### McLoughlin Heads Field Sales Training

In a sweeping reorganization of the Sales Department, Honeggers' have eliminated all division sales managers who worked on a territory or area basis and have replaced them with key product managers in each major area of the company's product fields.

Heading up this new reorganized selling department and sales team is Robert Slayton, General Sales Manager, assisted by Van Ambrose. Mr. Slayton has been with the company six years, having started as turkey feed specialist in 1955. Later Mr. Slayton served as eastern division sales manager and more recently as assistant general sales manager.

Van Ambrose has been associated with the company for five years, having started as a resale man with Honegger Associate Stores at Gridley, Ill. He has served with the company as chick sales manager and more recently as a division sales manager for the East Central Division. His new job will be as Assistant to the General Sales Manager.

Art McLoughlin, former general sales manager for Arcady Farms Milling Co., has been employed as Director of Field Training in teaching territory managers in all areas of territory management and selling techniques. Mr. McLoughlin started as a retail feed salesman in central Illinois in the '30's and progressed through various management jobs with a very

successful record. He brings to the company a wealth of practical down-to-earth feed merchandising knowledge. McLoughlin has a broad background of livestock and poultry product and management know-how. This has been derived in part by his experience in calling on livestock and poultry producers as a sales representative. He has also spent a

number of years in the product field as a producer of broilers in New England. The company believes that this type of specialized training will be like "shooting with a rifle instead of a shotgun" in training principles.

George Bartlett, the company's top district sales manager for many years, and the highest hog tonnage producer in the company for many years, heads up the Hog Feed Field Sales Training program.

Charles (Chuck) Rasmussen, formerly director of education and training and also a previous division sales manager, heads up the Dairy Feed Field Sales Training program which offers the company one of its best areas for feed sales expansion.

Floyd Bond, a rancher from Central City, Nebraska, heads up the Beef Cattle division. Mr. Bond has many years of practical experience with beef cattle feeding, breeding and management problems, and a wide acquaintance and acceptance among leaders in the beef cattle industry throughout the western portion of the country. Mr. Bond will serve as coordinator of field research and development as related to research farm testing and will assist dealers and district managers on a company-wide basis in developing the beef cattle program.

Keith Elliott has been appointed Manager of the Turkey and Broiler Feed Sales Training program. Mr. Elliott was born and reared in New York and spent many years in that area as a salesman for Ralston-Purina Company. In that capacity, he established himself as a leader in developing feed sales among broiler and turkey producers. He later transferred to California, where further experience was gained in turkey and broiler production and feeding. In addition to these experiences, Mr. Elliott

has worked in the poultry processing field, having managed a number of large processing plants. With this experience, he brings to the company talents in areas where potential development is great. Mr. Elliott resides in Fairbury.

Charles (Chuck) Holforty will continue to head up the Farm Buildings Department and has employed area building sales managers to assist district managers in the sale of farm buildings throughout the company's trade territory. With the addition of a new farm buildings plant at Fairbury acquired in December, distribution distances

are shortened and it is believed that with the new building sales managers servicing each selling area, building sales should improve materially for the period ahead. Mr. Holforty has headed up this department during six years of steady, substantial growth. With his leadership and training, the area building sales managers are expected to become experts in this area of service.

Keith Newton heads up the Equipment Department and will intensify the efforts to move equipment in volume both in package plans and on a day-to-day supply basis for the Honegger dealer organization. Package equipment programs will be coordinated with the farm buildings department and closer supervision of delivery and installation problems will improve the company's service.

Walter Lloyd, formerly manager of Record Advertising Agency and formerly employed by Honeggers' in sales promotion and advertising, is returning to Honeggers' as Manager of their Advertising Department effective April 17 after having spent several months as a space representative for a group of farm publications.

Walt has spent quite a number of years with Honeggers' and on the Honegger account while working with the Advertising Agency. He is well qualified for the new position which he will fill. He will also handle sales promotion and publicity releases for the company. Walt and his wife, Marc, and three youngsters, Jeffrey, age 6, Mark, age 3, and Scott, age 2 months, live at 308 E. Maple St., Fairbury.

Howard Marshall of Ames, Iowa, has been hired to head up a new Mineral Feed Department in Honeggers', and will promote the new pelleted mineral product line on a company-



Mr. Slayton



Mr. Ambrose



Mr. McLoughlin



Mr. Bartlett



Mr. Rasmussen



Mr. Bond



Mr. Elliott



Mr. Holforty



Mr. Newton



Mr. Lloyd



Mr. Marshall



wide basis. The new pelleted mineral includes a special formula for hogs, cattle, horses, and sheep.

Mr. Marshall has been associated in the mineral manufacturing business for several years and lives with his wife, Marjorie, and

three children, Joe, age 19, John, age 15, and Virginia Lee, age 12, at Oakwood Road, Ames, Iowa.

The net effect of this reorganization of the Sales Department is already being felt throughout the area serviced by the com-

pany as demonstrated by a substantial increase in sales in all areas. Generally speaking on a company-wide basis, sales are running about 15 to 16% ahead of the same period a year ago since the new program has been initiated.

## Service Awards Point Up Depth in Management

The sales group pictured on the right with Mr. Honegger were among recent service award winners from the district sales manager group. Pictured l. to r. are: Dave Stephens (3 yrs), Bill Dasenbrock (3 yrs), Richard Ramseyer (3 yrs), Mr. Honegger, Boyd Bitting (3 yrs), Paul Bates (3 yrs), Eldon Roth (5 yrs), Dean Twaddle (3 yrs), and Richard Gordon (3 yrs).

The total time in service as represented by the key employees of a company is surely one of the tests of the strength of the stability of a company's management and its ability to perform an efficient job.

The company takes a great deal of pride in the longevity record of its key employees and believes that as these key employees grow in years of service that they also grow in their value to the company and its customers.

While it may be a little late to be writing about Christmas parties, the length of service awards made at those parties were of such consequence this year, and so well illustrate the depth of company management, that we feel it is quite worthy of comment even if late.

This year company awards, which are usually passed out at the Christmas parties, had an unusual number of people with long years of service. Jerry Vaughan, plant manager of the Fairbury mill, received his 20 year pin for continuous employment in the Fairbury operation. Ken Andrews, another 20-year pin recipient, came with Honeggers' with the Makomb acquisition.

Mr. Sam Honegger made the awards at Fairbury while Mr. Frank Honegger did the honors at Taylorville. Mr. Dickey met with the employees at Indianola, Onawa, and Lincoln, Nebr., plants where the long-time employees were appropriately recognized.

Mr. and Mrs. Dickey missed the Honegger employee party in Fairbury this year in order to participate in the Iowa and Nebraska employee group activities. However, they entertained all Fairbury Honegger employees with five open house receptions to which employees were invited to bring their families. Over 200 did.

Presiding at the tea table during the receptions were: Miss Joyce Huber, Mrs. Alpha Ferguson, Mrs. Logan Wilson, Mrs. Carl Tull, Mrs. Jerold Vaughan, Mrs. Erwin Wascher, Mrs. Arnold Rich, Mrs. Lloyd Wells, and Mrs. Charles Holforthy.



Mr. Sam R. Honegger poses with sales group.



Included in the Indianola award winners are l. to r.: R. C. Judkins (10 yrs), Kenneth Chaplin (5 yrs), William Chumbly (5 yrs), Gayle Hoover (5 yrs), John Reeves (5 yrs), Wayne Wilkinson (5 yrs), Ray Steele (5 yrs), Glen McKnight (3 yrs). Not pictured are Athol Green (20 yrs) and Vernon Putz (10 yrs).



Fairbury employee personnel receiving service awards were as follows: Standing l. to r.: Myron Dellinger (3 yrs), Leona Broquard (10 yrs), Charles Rasmussen (3 yrs), Mark Mitsdarffer (3 yrs), Doris Widmer (3 yrs), Virginia Beasley (3 yrs), Louise Taylor (3 yrs), Ruth Smith (5 yrs), Ronnie Schlipf (5 yrs), Ed Price (10 yrs), Kenneth Schneider (3 yrs), Gene Hines (10 yrs), Ray Baker (10 yrs), Ross Hidreth (5 yrs), Wayne Hish (10 yrs), and Virgil Hulse (3 yrs).

Seated l. to r.: Frank Vaughan (10 yrs), Alpha Ferguson (15 yrs), Jerold Vaughan (20 yrs), Erwin Wascher (15 yrs), Corrie Rice (15 yrs), Robert Slayton (5 yrs), and Glenn Waibel (10 yrs).

Not pictured are: Joe Paternoster (15 yrs), Edgar Runyon (10 yrs), Oz Singleton (5 yrs), Donald Rabe (3 yrs), Robert Price (3 yrs), Kenneth Hamilton (3 yrs), Bernie Harris (3 yrs).



Frank Honegger congratulates Ken Andrews, plant engineer at Taylorville, on 20 years of service, while John St. John, plant superintendent, a 19-year man, looks on.



Howard Alexander, 75, Honegger Hojanitor, oldest guest, holds 2-month-old Hope Stevenson, daughter of Mr. and Mrs. Joe Stevenson, farm buildings, engineer. Mrs. Dickey admires the youngest guest as Mrs. Carl Tull, wife of the Fairbury Mill loading superintendent, pours.



Colleen Top Salesman

# Hog Feed Sales Soar as Mr. Pig Popper and Colleen Take to the Road

**Exhibits in Midwest Dept. Stores Attract Large Crowds; 4-H and F.F.A. Youngsters Enthusiastic Over Youth Opportunities**

Mr. Pig Popper, the flying Grand Champion Barrow of the International Livestock Show, proved there is something new "under the sun" by becoming the "first" to be associated with high fashion in leading department stores throughout the Midwest.

Mr. Pig Popper started this fashion career after being flown into the Capital City of Illinois, Springfield . . . a police escort, a radio and television interview and a night in the Leland Hotel.

The next day history in retailing was made. Mr. Pig Popper took his place on the fashion floor and reigned majestically. During the day, visiting State and City officials, FFA, 4-H groups and leaders, other interested groups and individuals, tramped in to see the Grand Champion. Pert, nine-year-old Colleen Callahan, producer, introduced the "star" with all the finesse due his station.

Mr. Pig Popper's tour of the Midwest, proves that young and old alike are interested in better ways of producing top animals for sale or show . . . and, to aid young people in this endeavor, Honeggers' is giving a bred gilt, of the same blood lines to a lucky FFA or 4-H boy or girl at each educational display.

The department store exhibits are held on Saturdays so that Colleen can accompany her champion, and so that 4-H and FFA youngsters can be free from school to visit the exhibits. Also accompanying Mr. Pig Popper are three littermate pigs, Corny, Tanky, and Poppy, so-called because of the ration upon which they are fed. Corny eats only corn, Tanky has his corn supplemented with tankage (and sometimes soybean meal), while Poppy is a confirmed Pig Popper addict. The three pigs depict three generations of feeding practices: Grandfather's way, father's feeding methods, and the use today of scientific formulas.



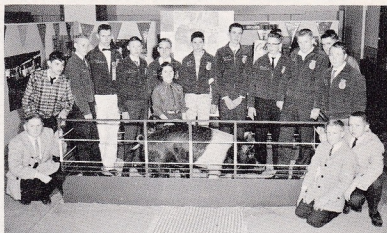
Mr. Pig Popper is just about to be escorted into his 8th floor executive suite at the Cornhusker Hotel, Lincoln, Nebr., by Colleen and her mother, Mrs. Francis Callahan. "Oink, oink," says Mr. Pig Popper, "there is nothing too good for a champion. Now just bring me a platter of Pig Popper for dinner."



Mr. Pig Popper arrives in Springfield, Ill., by executive plane. Aiding the champion, left to right: Jim Newlin, Honegger district manager, Colleen Callahan, producer, and Elmer Roth, Public Relations, Honeggers'.



Colleen registering Mr. Pig Popper into Hotel Kirkwood, Des Moines, Ia. L. to r.: Jim Walker, Honegger district manager, William Thompson, ass't. mgr. Hotel Kirkwood, Richard Nelson, president, Merle Hay Plaza Association, where Mr. Pig Popper was displayed, and Dick Ramseyer, Honegger district manager.



4-H group visits Colleen and her champion pig in Gold's Department Store at Lincoln, Nebr.



The proud 4-H winner of Bressmer's Springfield, Mary Ann Boehm, Pleasant Plains, Ill., receives certificate for her winning the half-sister to Mr. Pig Popper, from Elmer Roth, Honeggers'. L. to r.: Gerald Mills, Bressmer's, Mrs. Robert Bell, Mary Ann's 4-H leader, Mr. Ford, principal, Pleasant Plains school. Mary Ann's classmates smile approval at her winning.



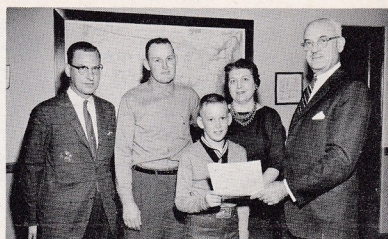
Harold Sanford, junior member of the Sanford Feed Service in Mayfield, Ky., with Colleen and Mr. Pig Popper. Colleen and Harold both agree that the "feed of champions" has done a real job for Mr. Pig Popper, who heartily agrees also.



Capitol Shop - Bressmer's Department Store, Springfield, Ill. Mr. Pig Popper set a "retailing first" in the 5th floor fashion shop of this prominent Capital City store. Interest was widespread among state and city officials and 4-H and F.F.A. groups poured in from many miles around.



Top interest in Mr. Pig Popper and educational display shown by F.F.A. and 4-H youths in the demonstration and judging at Uniontown, Kansas.



The proud 4-H winner of Gold's Lincoln, Nebr. Mike Hobscheidt, Murray, Nebr., receives certificate for his winning the prize bred gilt from Mr. Nathan Gold, Gold & Co. Gordon McKinney, Honeggers' gen. mgr. at Lincoln, Nebr., the proud parents, Mr. and Mrs. Michiel Hobscheidt look on approvingly.



6

# Salute To LaVerne Reitz

## History of Champions from a Third Generation Illinois Farm

The date, 1860, and the start of a new way of life for the Reitz family on their 200 acre farm in Illinois.

Farming in 1860, when the Reitz family farm was settled two miles north and three-fourths west of Gilman, Illinois, was the largest single segment of the working population, 85% of the people were engaged in farming.

As the years rolled by . . . the farm was passed down from father to son. The nation's growth expanded, production of foodstuff became more competitive but not until after World War II, had their been any dramatic change in consumer food demand.

In 1941, the son of the third generation, LaVerne, graduated from Gilman High School and as the result of FFA work, under the capable guidance of Bill Lueleen, entered farming with his father with an idea to breed and raise purebred Duroc hogs. LaVerne's father had, as most good farmers, raised some cattle, poultry and cross-bred hogs, but never purebred hogs on a commercial basis; therefore, duroc raising and breeding became a new farm project.

Fortunately for LaVerne, a pattern in raising Durocs had been established. The lard-type hog was standard for making any comparison . . . heavy backfat, short body and legs and with little or no direct thought given to the amount of loin that could be taken from the carcass. In order to attain this standard set before him, he purchased bred gilts from a commercial producer with the best blood lines he could afford to buy.

From 1941 until the middle of 1952, LaVerne's production of Durocs centered around selective breeding, upgrading his herd to meet the established standards. The success of his nine years of work culminated in the Grand Champion Boar of the 1952 Illinois State Fair, Springfield, Illinois.

With this success behind him, LaVerne thought that now he had arrived in the circles of producing Durocs for other commercial producers. But as the year came to a close, the talk of a new meat-type

hog, one that was longer, less bulky, with less backfat and with emphasis on better and larger loins was beginning to take hold. This new type hog would mean a complete change in breeding stock and without a standard of comparison. While reviewing his new objective, he at the same time took a sharp look at feeding costs, and nutritional requirements and his decision to program his swine operation led him to becoming a Honegger customer.

From 1952 until 1957, he experimented, rejected, up-graded each litter until he felt he had what the consumer was now demanding, a meat-type hog. Again the result of his labor over five years paid off, and in the fall of 1957, he had the Champion Duroc Barrow of the Chicago Barrow Show. The carcass judging disclosed his barrow not only had the right conformation but had a 6.1 inch loin . . . a full inch bigger than any other carcass in the show.

With this winning in Chicago, both on foot and in carcass judging, the LaVerne Reitz story becomes a history of champions.

**1958** — Chicago, Ill. — International Livestock Show, Reserve Champion Over All Breeds

Springfield, Ill. — State Fair Grand Champion Over All Breeds

Austin, Minn. — Minnesota Barrow Show Champion Duroc — Heavyweight Over All Breeds Reserve Grand Champion

**1959** — Chicago, Ill. — International Livestock Show Champion Duroc

Springfield, Ill. — State Fair Reserve Grand Champion Over All Breeds

Jefferson City, Mo. — Missouri State Fair Grand Champion Over All Breeds Wisconsin State Fair (Reitz bred and sold) Reserve Grand Champion Carcass Over All Breeds

Springfield, Ohio — National Duroc Congress Champion Bred Gilt Superior Group Boar

**1960** — Louisville, Ky. — Louisville National Barrow Show

Fifth Lightweight Carcass Over All Breeds (160 entries)

Reserve Grand Champion Gilt

Princeton, Indiana — Indiana Barrow Show

Grand Champion Over All Breeds



Left to right: LaVerne Reitz, Gilman, Ill., producer of Reserve Grand Champion Carcass — Louisville National Barrow Show, Louisville, Ky. Dr. J. D. Kemp, University of Ky., Judge on Carcass; A. R. Pearson, Manager of Show, Director of Agriculture Development, Fisher Packing Co., Louisville, Ky.

Springfield, Ill. — State Fair

Champion Duroc

Champion Pairs of Durocs

Reserve Grand Champion Over All Breeds

Land of Lincoln

Grand Champion Over All Breeds

Springfield, Ohio — National Duroc Congress

Champion Boar

**1961** — Louisville, Ky. — Louisville National Barrow Show

Champion Duroc

Reserve Grand Champion Carcass

Normal, Ill. — State Sale Show

Reserve Grand Champion Bred Gilt

LaVerne and wife, Marion, and their four children, Barbara, Richard, Gary and Robbin, continue the family tradition of farming the original homestead. His operation has change from crop farming to that of producing purebred Durocs. This year he plans to farrow approximately 600 head, of which two-thirds will go for breeding purposes. In order to expand over the years, his younger brother, Donald, became a working partner. Donald now plans to start his own purebred Hampshire herd on the Honegger program this fall or late spring. Their combined objective is to work partnership on breeding Durocs and Hampshires . . . off-belted sows . . . to be shown and sold in the cross-breeding division.

LaVerne after nine years of feeding the complete Honegger Program sums it up this way: "Commercial men, cross-bred men and good hog farmers of today need the Honegger Swine Program because of its soundness throughout the cycle from bred gilts to the showing of champions."

further stated, "For one thing, there have been no disease problems with my purebred herd since the day I started with Honeggers', and I feel that my winnings are proof of Honeggers' high performance."



E. F. Dickey, second from right, presents a ham from the champion carcass winner to Lt. Gov. Wilson Wyatt, symbolic of the prize carcass purchased by Honeggers' and donated to the Kentucky Training Home at Frankfort. Also in the picture are Carl Fisher, Fisher Packing Co., Louisville, Dr. Kemp of the University of Kentucky, and LaVerne Reitz.



# Hatchery Division Releases a New Model Layer -- The H-80

The **H-80** Honegger Layer is the latest product of the Honegger poultry breeding research program. The **H-80** is a "California Gray type" breed cross designed for those poultrymen who want a slightly larger body-sized bird. The **H-80** is predominantly white in plumage color, although it does have a few black flecks. It lays a large, chalk-white egg, a trait for which all Honegger Layers are famous.

Work on the **H-80** has been going on at the Honegger Research Farm for over four years. In addition to being tested and improved through our primary breeding program, it has been field tested on cooperating test farms for two full years. The **H-80** has passed all of its tests with flying colors, and is now ready to make "more net earnings" for poultrymen all over the nation and the world.

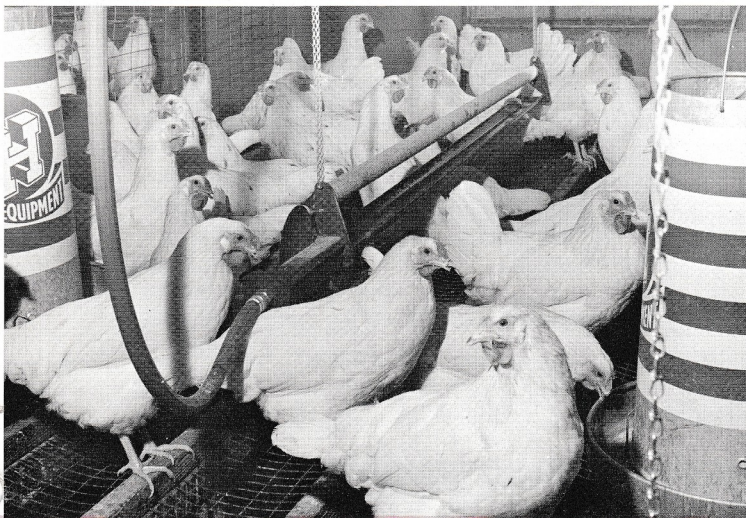
The **H-80** weighs about 3½ to 3¾ lbs. at six months of age, and about 5 to 5½ lbs. at the end of the laying year. It has laid from 240 to 280 eggs per pullet housed with a feed efficiency of about 5 lbs. of feed per dozen eggs. Its livability is excellent and it has proved to be a rugged bird under many conditions.

## Increase Your Chick Sales by Offering Several Models

Although it might seem easier and more convenient to have only one "model" layer to sell and service, do not overlook the following advantages to having additional models.

1. Offer your chick customer a selection of models:
  - a. The **Honegger Layer** is a good all-around layer — as good as, or better than, any layer on the market today — **THE LONG-TERM LAYER!**
  - b. The **H-62** is a great layer for the customer who does not want a large number of extra large and jumbo eggs, but wants a greater number of eggs of slightly better interior quality than the Honegger Layer. The **H-62** reaches 50% production a week to 10 days earlier than the Honegger Layer.
  - c. The **H-80**, a California Gray-type breed cross, lays lots of large, white-shelled eggs and is designed for the poultryman who wants a somewhat heavier, rugged bird that lays lots of large eggs early.
2. There are some customers who always want to buy something new. In order to get their business, which is quite substantial in many areas, we and you must provide something new for them.
3. Selling is made easier when you have two or more models for sale. The automobile manufacturers recognize this principle. What's so different about the chicken business?

So increase your sales of chicks! With the **Honegger Layer**, the **H-62**, and now the **H-80**, you have Honegger chick models that will fill the needs of any poultryman.



The **H-80** Honegger Layer, a California Gray-type breed cross, lays lots of large, white-shelled eggs. Predominantly white in plumage color, but with some black flecks in their feathers, the **H-80** is for the poultryman who wants a somewhat heavier, rugged bird that lays lots of large eggs early.

## Employee News

### CARL R. WESTON ADDED TO HATCHERY STAFF

The newest addition to the Hatchery Staff is Carl R. Weston. Carl is in charge of the Hatchery Research Laboratory, and is primarily responsible for our program in poultry disease work and blood typing.



Carl is a native of New Hampshire. He received his B. S. degree in poultry husbandry from the University of New Hampshire in 1953; his master's degree in avian microbiology in 1957; and completed a special course in blood typing at Texas A. & M. College in 1957. Besides his educational training, Carl has served as extension specialist in poultry diseases in New Hampshire, and has worked for a large meat-type breeder setting up their disease and blood-typing laboratory.

Since joining the Hatchery Staff, Carl has set up the epidemic tremor testing procedure whereby any associate hatchery can have his Honegger Layer breeding flocks tested for immunity to tremors. All flocks of the Honegger Breeder Hatchery have been tested for the past four years, but it is only since Weston has joined our staff that such a service has been available to all Honegger Associate Hatcheries.

Although Carl's main efforts so far have been devoted to our poultry disease problems, he is also well started on the blood-typing program. This project in conjunction with the poultry breeding department is to determine the value of blood typing in breeding better chickens.

Carl, his wife, Marie, and their three children live in Park View Addition of Forrest.

### MRS. BARTLETT DIES IN KANSAS

We are deeply shocked and grieved to announce the death of Mrs. George Bartlett.

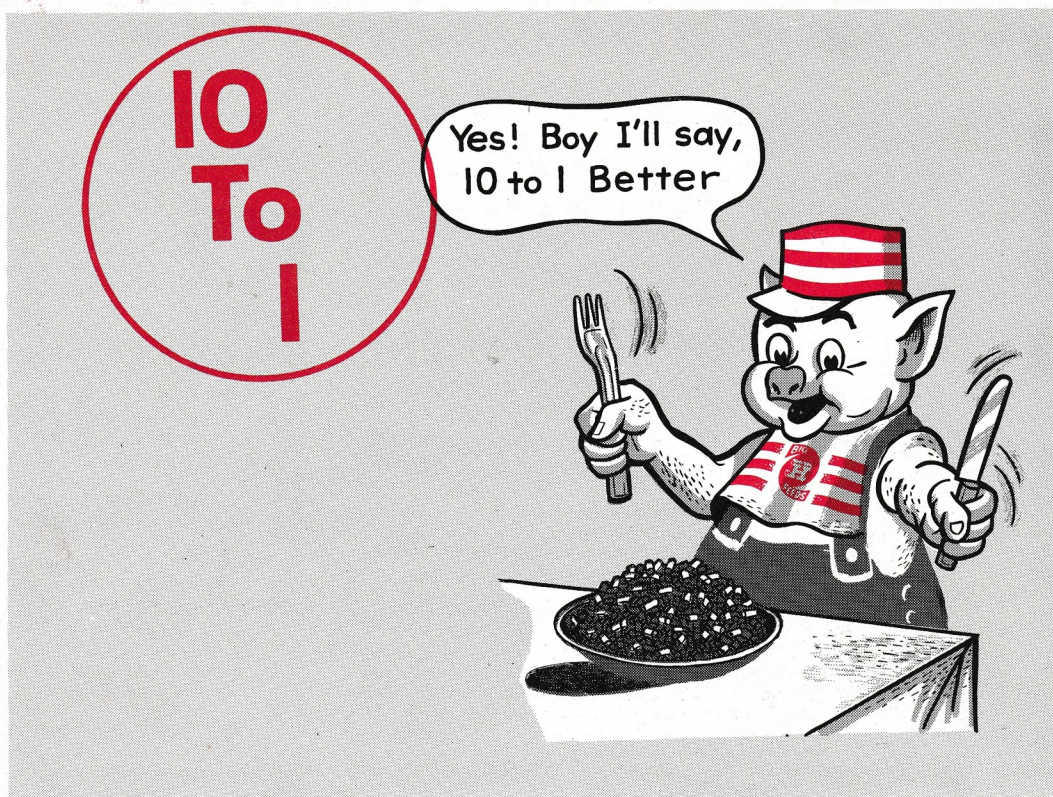
Mrs. Bartlett died in the Allen County Hospital in Iowa, Kansas, Sunday, April 9. She had gone to Kansas to accompany Mr. Bartlett on a business trip.

Mr. Bartlett has been one of the company's leading district sales managers for many years and is currently in charge of field training in Honeggers' swine feed sales department.

Both Mr. Bartlett and Mrs. Bartlett are well known throughout the Honegger organization and among Honegger dealers throughout the country. The Bartletts lived at Galesburg, Ill.

The company's management and all of George and Agnes' many friends deeply regret this untimely passing of Mrs. Bartlett.





**Get pig starter into pigs - EARLY . . AND  
HONEGGERS' POWER-PACKED  
PIG PEP  
IS PREFERRED 10 to 1 !**

Honeggers' Power-Packed Pig Pep palatability is the result of one of the most exhaustive feed combination tests made. The combination of nutritional and taste appealing ingredients was developed after trials with 550 pigs (60 litters) in over 50 feed and ingredient comparison tests at the 600-acre Honegger Research Farm and on cooperating test farms. Test pigs showed an overwhelming preference for Honeggers' Power-Packed Pig Pep which topped each ration tested . . . was preferred **10 to 1** over the average of all other creep feeds.

**IT TAKES SO LITTLE TO DO  
SO MUCH!**

Honeggers' Power-Packed Pig Pep has the palatability . . . the right combination of aroma, taste, and texture that tempts young pigs to take feed plus the nutritional requirements which help hold that sleek baby pig flesh when the sow's milk flow tapers off . . . positive evidence they are healthy, hardy eaters.

The 50 lbs. of Honeggers' Power-Packed Pig Pep you feed per litter will get your pigs off to a fast profitable start.

**33**  
HONEGGERS  
YEARS OF SERVICE

# HONEGGERS'

Plants at: Fairbury, Forrest and Taylorville, Ill.; Indianola and Onawa, Ia.;  
Mayfield, Ky., and Lincoln, Nebr.

**BIG**  
**H**  
**FEEDS**